

Brand USA Unveils “Brand USA Travel Week” Initiative to Inspire Travel to the United States from the UK and Europe

LONDON - September 17, 2018

First-ever Brand USA Travel Week will take place from 9 – 12 September 2019;

Brand USA Travel Week will focus on B2B meetings, educational opportunities, and consumer initiatives

Brand USA, the destination marketing organization for the United States dedicated to increasing international visitation to the United States through marketing and promotional efforts, today announced the launch of Brand USA Travel Week, an exclusive series of B2B meetings, educational opportunities, and consumer activations scheduled for 9 – 12 Sept. 2019 in London. The new initiative was unveiled to the industry this morning during the second annual Brand USA “Destination Marketing and Convention and Visitors Bureau Workshop” in London. The workshop provides U.S. destinations and their representatives in the United Kingdom (UK) and Europe the latest information on how Brand USA is working with the influential travel trade and media to increase international visitation to the United States.

“Brand USA Travel Week will be a game-changer for the U.S. travel community,” said Thomas Garzilli, chief marketing officer at Brand USA. “We believe that Brand USA Travel Week has the potential to change the way that the United States engages with the UK and European markets, promoting more opportunities than ever before for Brits and Europeans to visit the USA to, through, and beyond the gateways.”

One of the major components of Brand USA Travel Week will be the Brand USA Travel Expo, a new B2B tourism event for the UK and Europe consisting of B2B meetings that will allow U.S. destinations to highlight the very best their cities, towns, and states have to offer in an engaging, unique, and interactive environment. The U.S.-focused initiative will provide Brand USA partners the opportunity to promote their products and services to influential UK and European buyers. The audience will include 60 percent buyers and 40 percent suppliers, with exhibitors from every corner of the United States, including tourism boards, accommodation providers, visitor attractions, activity providers, and representation companies.

Also taking place during Brand USA Travel Week will be an innovative speaker series focused on the top marketers, strategists, and technologists in the tourism industry – the people creating and defining the future of travel. The series will be an educational opportunity for partners that will bring renowned industry leaders on stage to examine the latest trends in travel marketing. Brand USA will carefully curate topics and speakers that will inspire the industry, further helping the organisation in its mission to increase incremental international visitation, spend, and market share

Additionally, Brand USA Travel Week will also encompass a number of consumer activations that will shine a light on the diverse range of travel experiences available in the United States.

“Through the creation of Brand USA Travel Week, we are sending a strong signal of intent to grow visitation from the UK and Europe by placing a spotlight on the USA's world-leading tourism assets. The program will bring together public- and private-sector partners with key business interests in the USA and will be a vehicle to support growth in the U.S. travel sector,” said Garzilli.

For more information on Brand USA Travel Week, please contact Cathy Domanico, vice president of global trade development at Brand USA (CDomanico@TheBrandUSA.com) and/or Rosina Bradshaw, campaigns director for Brand USA in UK and Europe (RBradshaw@TheBrandUSA.co.uk).

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About Brand USA

Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the

U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent \$38.1 billion in the United States, leading to \$82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly \$11 billion in attributable tax receipts at the federal, state, and local levels.